

Gujarat Industrial Policy 2015
Scheme for assistance for Start
Ups/ Innovation

Government of Gujarat
Industries & Mines Department
Government Resolution No: MIS/102016/333186/G
Sachivalaya, Gandhinagar
Date: 26.4.2018

- Read: (1) I&M D GR, No. MIS/102014/924909/I dated 27/01/2015
(2) I&M D GR, No. MIS/ 102014/ 924909/I dated 22/07/2015
(3) I&M D GR, No. MIS/ 102014/924909/I dated 17/05/2016
(4) Industries Commissioner letter no. ઉચ્ચ/સોલેર/રેક/રેક/૨૨૧૬ અવ/૧૪૭/૧૪૨૪૧૪૭ dt. 25.4.2018

Preamble:

The Government of Gujarat vide Government Resolution at Sr. No. (1) read above, has introduced a scheme for Start Ups/ Innovation under the Gujarat Industrial Policy 2015. A clarification in marketing assistance component was required to be made in terms of need of attending national/international events. Industries Commissioner vide letter dt. 25.4.2018 read at sr. no. 4 has requested to clarify the matter.

Resolution:-

A provision under section 3.2 of G.R. dt. 27.1.2015 is as under;
“Marketing/publicity assistance of upto Rs. 10 lakh will be provided for the introduction of innovated product in the market.”

It is clarified that “Marketing/ Publicity assistance” covers assistance to Start Ups to attend national/ international events. The fees/charges paid for attending the same will be considered eligible under this head. However, it is clarified that to and fro conveyance expenses will not be considered under this head.

Additionally, it is also clarified that if the Startup project is registered as MSME, and if it participates into an international exhibition, it can also avail the benefits under existing incentive schemes of Industrial Policy for the purpose, subject to fulfilling the required criteria under the respective scheme.

By order and in the name of the Governor of Gujarat

B. S. Mehta
(B.S.Mehta)

Joint Secretary to Government of Gujarat
Industries and Mines Department

Copy to:-

- Secretary to Hon. Governor of Gujarat*
- Chief Principal Secretary to Hon. Chief Minister*
- OSD to CMO
- Deputy Secretary to the Chief Secretary
- Personal Secretary to PS (I&M)
- Science and Technology Department
- Education Department
- Industries Commissioner, Udyog Bhavan, Gandhinagar.
- Directorate of Technical Education, Old Sachivalaya, Gandhinagar.
- Gujarat Informatics Limited, Udyog Bhavan, Gandhinagar.
- Gujarat State Bio -technology Mission, Udyog Bhavan, Gandhinagar.
- Concerned officers
- Accountant General, Rajkot / Ahmedabad
- System Manager, IMD (for website updation)
- Select file